GOVERNMENT OF INDIA
AGRICULTURE
LOK SABHA

UNSTARRED QUESTION NO:7977
ANSWERED ON:17.05.2000
EXPORT POTENTIAL IN HORTICULTURE
HARIBHAI PARTHIBHAI CHAUDHARY

Will the Minister of AGRICULTURE be pleased to state:

(a) whether Exim Bank of India recently conducted a study to assess the export potential of the country in horticultural crops;

(b) if so, outcome of the study; and

(c) the steps taken/proposed to be taken to remove the hurdles coming in way to increase the export of horticultural products?

Answer

MINISTER OF STATE IN THE MINISTRY OF AGRICULTURE

(SHRI SBPBK SATYANARAYANA RAO)

(a): Export-Import Bank of India has not conducted anystudy on the export potential of horticultural crops. However, it had brought out an Occasional Paper on `Floriculture: A Sector Study`, in July, 1996.

(b): The Paper by the Export-Import Bank of India provides an analysis of futureprospects of floriculture and contains recommendations relating to strategies for developing floriculture exports.

(c): The steps taken/being taken to boost export of horticulture/floriculture products include:

(i) Providing assistance for raising small and large nurseries for production of good quality planting material, upgradation of technical knowhow of farmers through demonstrations, trainings and publicity, rejuvenation of old orchards, supply of minikits for vegetables, improving productivity and training of farmers.

(ii) Grant of financial assistance for improved packaging, strengthening of quality control and modernisation of processing units.

(iii) Establishment of vapour heat treatment facilities for eliminating pest incubation in the product especially mangoes, for gaining access to overseas markets.

(iv) Grant of Air Freight Subsidy for exports of floriculture items and select fresh fruits and vegetables.

(v) Arranging promotional campaigns, such as, buyer seller meets and participation in important international fairs and exhibitions.

(vi) Setting-up of integrated cargo handling and cold storage facilities at various international Airports for handling export of perishable items such as flowers, fresh fruits and vegetables.

(vii) Assistance for development of data base and dissemination of market information.

(viii) Providing assistance for setting up of laboratories for testing of products to ensure quality, eliminating contamination and ensuring freedom from fungi and bacteria.